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LETTER TO BUSINESS MEN OF COTTON STATES

It is indeed with much pleasure that I take this opportunity of speaking to the members of the Cotton States Merchants Association and to my fellow merchants of the South, who have not yet joined us in this vast enterprise, through the columns of this paper. Those who have regularly attended our Convention already realize that it is worth very much to us and that we cannot afford to miss a future convention.

At every convention I have attended, these words "CO-OPERATION and SERVICE" rings clearer and more impressive to me than they had before. My dear reader, the time has come and now is when we, one and all, must co-operate together. When merchants co-operate together, which they should do, for the building up of their business, they do not do so to the hurt of any other business for the merchants of this country have learned this lesson, that to co-operate and build up their own business they must also see that other lines of business progress along with theirs. The time has come when we cannot live alone, we each depend upon the other. We all have our places to fill. We cannot do without the banker, the planter, the manufacturer, the wholesaler and the retailer.

I consider the retail merchant one of the most fortunate of all men. He is the center around which all of the business of this country revolves. On one hand is the consumer who comes to him and can only get their supplies through him; on the other hand is the wholesaler whom we cannot do without. You have heard it said, no doubt, that the middlemen should be cut out. It would be as impossible to conduct business in this way as it would have been for the Allies to have gained the victory with only the soldier at one end of the line and General Foch at the other with all the middle officers and commanders cut out. Then again, if we went to the manufacturer for our goods in broken doses we would have to pay as much or more for them than we do. Very few retail merchants would have ever gotten a start in their business if it had not been for the many favors extended them by their wholesale merchants and bankers.

When the drummer or salesman representing the wholesaler calls on you, be as glad to meet him as he is to meet you. Keep him under obligation to you. He is to you what the politician is to the voter. The politician meets you with a smile and a hearty hand shake and you in turn depend on him to look after your welfare in that particular office, the interest of your county, state or nation. Likewise you depend on the salesman to look after your interest in having shipped what you want and at the earliest moment possible.

While sitting in our conventions I have always wondered why the attendance, great though it was, had not been much greater—why any merchant will allow himself to miss this most illuminating educational and entertaining three days annual event. The most profitable business logic is propounded and no man can fail to learn enough to pay him well for the time he invests by mingling with fellow merchants and listening to the speakers and taking part in the conferences.

If you have not already signified your intention to be present at our Sixth Annual Convention, August 19-20-21, may I urge you to do so in the next mail write to headquarters at Memphis that you will be there and if at all possible bring your wife and the head salesman.

We have only learned recently that the women had a place in this business world. I always knew that my mother was a good cook, she could sew and sweep and make my bed so well that I would almost forget to awake, but it has only been since I have had a wife at my elbows for fifteen years that I have realized the real value of our women. Bring them to the convention, and I say let them vote and give them a chance in this business world and they will teach some of us men how to conduct a business.

There are no membership or attendance dues.
GEO. A. LAMB, Pres.
Bono, Arkansas.

Mr. and Mrs. A. V. Elchus spent between trains in Kennett Monday.

HOMELESS AND STRAYED

There is, on the streets of Hayti, a small boy not over the age of fourteen years who is deformed and insane. He loafs about from place to place vainly seeking some one to care for him. He begs whatever he can and lodges wherever he finds room to stretch his paralyzed body. In the eyes of the law this child is an infant. Yes, an infant plodding through the roads of life without home and rations. If he has a mother he knows little about her. He says he has a mother and step father at New Madrid but this child went to that town from Sikeston. However if such be the case, he is not sane and if for no other reason, he should be taken to an asylum.

This is not a transient matter for officials to overlook or ignore. It is one having a bearing upon the public welfare in this and future generations. While this person is yet a child he can beg and things will be given unto him. But in more mature years when he shall have to depend upon the generosity of the people for a livelihood he will not find them so willing to succor him as they now are. Then he will be in need of those things essential to man and to obtain them he may commit some crime. Then you will observe how soon he is taken up! You will see him taken into court, tried and convicted for something he is to be blamed for. Why? Because his mental capacity was insufficient to ward against such crime. At such time who will be the one to blame? Why, those persons who neglected to take him up when he was a child. This person will suffer in after years more than he now does.

The state has provided eleemosynary institutions for such persons; taxpayers support them and yet they neglect to make the most of them. Fathers, do you have any assurance that God will so lengthen out your lives that you may see your son reared and commence a successful life? No, you have not. Are you positive that your son will never be afflicted and the doors of humane society closed in his face? This is some poor mother's boy lingering in penury! Some one once, if not now, loved this deformed child! But, alas, he is now loitering about in this broad world taking that which is given him! It is a shame to mankind to permit such. It is a neglect

MAKE THE NEW BUILDINGS SANITARY

Farm buildings are an important part of the farm, and should not be built until plans have been carefully made. In making the plans, sanitation is a very important item for consideration. The greatest germicide known is sunlight, says F. A. Meckel of the University of Missouri College of Agriculture, and the more sunlight which enters a building the more sanitary it will be. Tuberculosis and hog cholera flourish in dark, damp, poorly drained and ventilated buildings. Sunlight makes a building lighter, warmer, and more dry and pleasant for live stock and for the man who works in the barn.

All buildings should have warm, dry floors, and these should be easily cleaned. Concrete is perhaps the ideal flooring material, for it is quickly and easily cleaned, and if properly laid and surfaced it will be neither damp or slippery. Another advantage of a concrete floor is that it is non-absorbent, and does not provide breeding places for disease-breeding bacteria.

A large number of farm buildings and conveniences have been prepared and can be obtained from the Agricultural Extension Service, Columbia, Mo. A uniform charge of ten cents a sheet is made to cover the cost of printing and material. If contemplating a farm building of any description, write for circular 69, which lists and describes these plans.

—Bring your Butter, Eggs and Chickens to the White Star Meat Market for the highest CASH price.

of some one's duty.

Why is he not taken up and sent to an eleemosynary home? Is he beneath the dignity of people? He may be, but the One who breathes the breath of life yet cares for him. He provides for people and makes people able to provide for others.

Let a work of this kind not be too humble. May this child and all others in his position be cared for. Let it always be remembered that no work of this kind is low and humiliating, because it was said by the Redeemer of man that "inasmuch as ye have done unto one of the least of these, my brethren, ye have done it also unto me!"

MEXICAN OIL WELLS ARE WONDERS

It is not generally known that the world's greatest oil wells today are located in Mexico.

One well that was producing 50,000 barrels of petroleum daily for eight years has been closed by flooding.

This well in measured capacity turned out 120,000 barrels crude oil per day in a steady stream for eight years.

Another Mexican well at Cerro Azul, brought in in February 10, 1916, has a tested capacity of 310,000 barrels daily.

On account of limited pipe line it has been throttled down to a flow of fifteen thousand barrels per day.

The joint interests of our country and Great Britain in oil supplies from Mexico make friendly relations important.

Oil may be the means of allaying all troubles on the waters of international strife between the two republics.

The continued dry weather is cutting some crops pretty short. The late corn crop is badly damaged and cotton, sweet potatoes and other crops are now suffering severely.

Geo. Dorris and children, also his nephew, Walter T., returned home Sunday night from Harrisburg, Ill., where they had been for a few days visiting relatives and friends. They made the trip in Mr. Dorris' car and report a pleasant trip and a real jolly time.

While attending the Dyersburg-Caruthersville baseball games at Caruthersville last week, John L. Sinclair of Dyersburg and Dr. W. T. Nunn of Halls, Tennessee, took occasion to run over to this city to see C. S. and Wm. York, as well as the Postmaster, Mrs. C. S. York, who were old acquaintances. It had been many years since some of them had met—perhaps about twenty-five years or more—but recognitions were mutual, and the family old names were spoken. Their stay here was short, being accompanied over to this city by Jas. Daniels of Caruthersville, who of course could not let his old friends return to their Tennessee homes until they had seen the world's best alfalfa land and the thriving little city of Hayti.

WHITE MAN SHOT BY NEGRO

New Madrid Record: Early Monday morning just before sunrise, Will Stine, a good farmer of LeSueur township, was shot by Jim Williams, colored.

Mr. Stine had just gotten up and was on the front porch when he heard some one talking to him. Looking across the road from the house he saw a negro man with a Winchester rifle leveled at him. The negro said he was going to kill him and called him vile names. Another negro man coming down the road yelled don't do that, and when Stine started to run in the house the gun was fired striking Stine in the shoulder.

After firing the negro ran and has not been caught at the time we go to press.

Sheriff De Lisle was notified and immediately went to the scene of the shooting. Blood hounds from Dyersburg, Tennessee, were brought over and trailed the negro some distance to a road where they lost trail. It is presumed that at this point he caught a ride in some vehicle.

Mr. Stine was taken by Dr. Barnett that day to a St. Louis hospital where he is under treatment of eminent surgeons. At last reports he was still alive, but in a critical condition.

THE GUARDIANS OF DEMOCRACY

"As the tendency of our government is towards aristocracy, the encroachment of our rulers on the constitutional rights of the people will never be viewed in silence. But to maintain unalloyed the right of suffrage; the liberty of the press and the freedom of speech; and to keep separate and distinct ecclesiastical and civil concerns, will always be subjects demanding the exertions of the editors."—Missouri Intelligencer.

—Cook's Dry Goldblume is strictly non-intoxicating—but refreshing and appetizing. 15 cents at Pinion-Baker Drug Co.

H. L. Massey of Concord passed through our city Monday to Caruthersville.

—Bring your Butter, Eggs and Chickens to the White Star Meat Market for the highest CASH price.

PEMISCOT COUNTY TO VOTE ON BOND ISSUE COURT HOUSE

Another attempt will be made to vote a bond issue of \$150,000 in Pemiscot county for the purpose of building a court house. The election will be held September 9th, and was ordered by the County Court at an adjourned term held Monday, August 4th.

There have been several attempts to get the voters of that county to vote bonds to build a court house and one is ever much needed, but resulted in failure each time, which was caused, it is claimed, by a factional fight between Hayti and Caruthersville. Those favoring the bonds believe it will carry by a good majority this time, as they say much of the feeling which once existed between these two sections over the location of the county seat has subsided, and all factions admit that the county needs a court house. Kennett News.

Now that makes no material difference what the Kennett News says or does not say, nevertheless, just at this time we would prefer it to be more accurate in its statements, and if it does not know the facts, try in some manner to obtain them before giving publicity to statements regarding Pemiscot county affairs. This is not only the first election ever held but the first election ever asked for to vote bonds to build a court house at Caruthersville, and the main reason many of our citizens oppose the bonding of the county at this time is because we are over burdened with taxation, quite a sum of which is to make up for the old Pemiscot County Bank failure, in which the county was a heavy loser. If more taxes are placed on our people it will retard the growth of our county generally for several years to come, and just now, at the stage of development when we should exert every effort to settle our county with a thrifty intelligent class of people, and this class is not likely to seek farms and homes in a county where taxes are over burdensome. This is the truth of the matter, and time will tell that The Herald is right in opposing this election at this time.

A GOOD QUITTER

If anything ever did make us angry, it is the "quitter." Just when we get all wound up, ready for business, stipped for action, and ready to pour out some real facts, our brother of the Twice-a-Week Democrat throws up the sponge and yells enough. Our cranium may be devoid of intelligent thought, but how in the "tinker's cuss-word" did the benighted editor of the Democrat ascertain that fact? Some one must have "put him wise." If it's "quits" with him, we can't help it—and a fellow can't argue by himself. However, events may prove different and we probably will have more to say on the subject later.

TERRY-NETHERLANDS NEWS

The people in this vicinity are needing rain badly now, as crops are burning up.

Mr. and Mrs. F. M. Johnson visited at Price Autry's at Ingram Ridge Sunday.

Mrs. Gussie Lancaster and two children of Middle Tennessee are visiting her mother and father, Mr. and Mrs. I. H. Clark.

Mrs. Jim Timbs returned home last week, after a week's visit in Arkansas.

There is no sickness in this vicinity at present, save an occasional attack of malaria.

Herbert Parson is down with the rheumatism, but is some better.

Mrs. Ellen Williams of near Netherlands visited Mrs. R. L. Crockett Saturday night and Sunday.

John Hosick of Hayti visited his sister, Mrs. R. L. Crockett, Sunday.

Leo Terror of Caruthersville succeeds Homer Lancaster at the Pinion-Baker Drug Co., Mr. Lancaster going to Sikeston, where he accepts a lucrative position.

Why not subscribe for the Herald?

For the..... Wee Folks

Every mother knows how essential pure milk is to her baby's health. Pure, fresh Infant Foods are just as important.

The Infant Foods

which we carry are always pure and fresh because we know the demand and order in quantities that can be turned quickly.

If Baby is not thriving on his parent food---
come in and select something else.

We also carry a complete line of Nursery Supplies and other things which may contribute to Baby's health and comfort during the trying Summer season.

DRUGS
JEWELRY

SEFLER'S
HAYTI, MO.

THE
Rexall
STORE

IF YOU DON'T TRADE HERE NOW YOU WILL LATER ON